

ABSTRACT

To provide an advertising system (10) using electronic communications that is capable of determining whether a user has actually accessed supplied advertising data, while accommodating advertisement sponsors that wish to provide advertising data under a limited budget. The advertising system (10) using electronic communications comprises a terminal device (11) for allowing a user to input personal data for registration in an interactive format; a personal-data database (13) that is connected to the terminal device (11) for storing the personal data that has been input from the terminal means (11); an advertising-data input device (12) for inputting advertising data; an advertising-data database; (14) connected to the personal-data database (13) for storing the advertising data that has been input from the advertising-data input device (12); an advertising-data searching/extracting device (15) for extracting from advertising data stored in the an advertising-data storage device (14) specific advertising data conforming to personal data relating to the user, based on user-related personal data that has been stored in the personal-data database (13); an advertising-data transmitter (16) for transmitting the advertising data extracted by the advertising-data searching/extracting device (15) to the terminal device (11) of the user via electronic communications; an advertising-data notification device (17) for notifying the user that advertising data has been transmitted from the advertising-data transmitter (16); a display device (18) for displaying the advertising data notified by the advertising-data notification device (17) according to access directions given by the user; an advertising-data identification/counting device (19) for identifying each item of advertising data displayed on the display device (18) according to the access directions and for counting the number of directions given to access each advertising data; and an advertising-fee calculation/notification device (20) for calculating advertising fees, based on the number of access directions for each item of advertising data as counted by the advertising-data identification/counting device (19) and for notifying sponsors of the advertising fee for each item of advertising data.